

Welcome to the Community Vision Workshop

Please sign in and join us!

Today's Agenda

1. Welcome
2. Drop-in Engagement!

Next Steps

1. Confirm Vision and develop concept
2. Draft the Community Design Plan
3. Council Presentation

How can I get involved today?

- Explore the boards, where you'll find key highlights about the project, including what we've learned so far, the Draft Vision Statement, Guiding Principles, and our exciting 'Big Moves'.
- Reflect on the questions provided and share your thoughts directly on the boards.
- Provide feedback on as many or as few areas as you like.

Stay engaged with us!

Visit the project website to stay up-to-date and take the survey!

www.buildingbarrie.ca/bayfieldcdp

Scan me!

Additional questions or comments? Reach out:

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Land Acknowledgement

The City of Barrie acknowledges the traditional territory of the Anishinaabeg people, which include the Odawa, Ojibwe, and Pottawatomi Nations collectively known as the Three Fires Confederacy. We also acknowledge the Wendat Nation (Huron) who occupied these lands prior to the middle of the 17th century.

The Project

- Background Review
- Visioning (We Are Here)
- Concept Development
- Drafting the Plan
- Review and Refine
- Adoption

Overview

The Bayfield Street Community Design Plan project is a community planning and design exercise to set out a community vision and development framework that will guide the future growth and redevelopment anticipated along the Bayfield Street corridor.

What is a Community Design Plan?

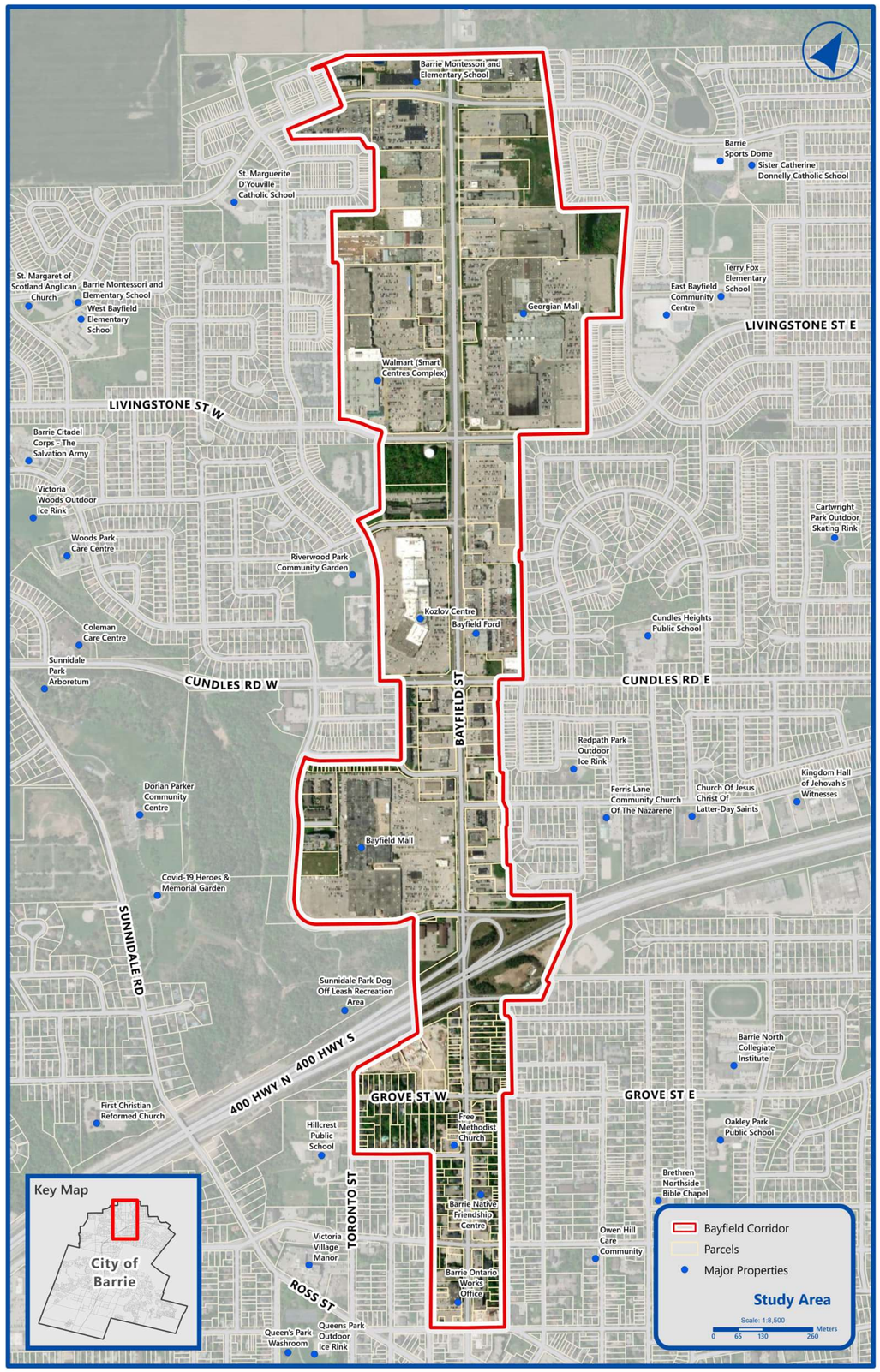
Community Design Plans are planning studies that review a neighborhood or corridor to create a new vision for the area. Once completed, they can guide future development through potential changes to the Official Plan, updates to the Draft Zoning By-law, or the introduction of other planning tools.

Why are we completing this work?

The Bayfield Community Design Plan seeks to build off the work completed through the following parallel projects:

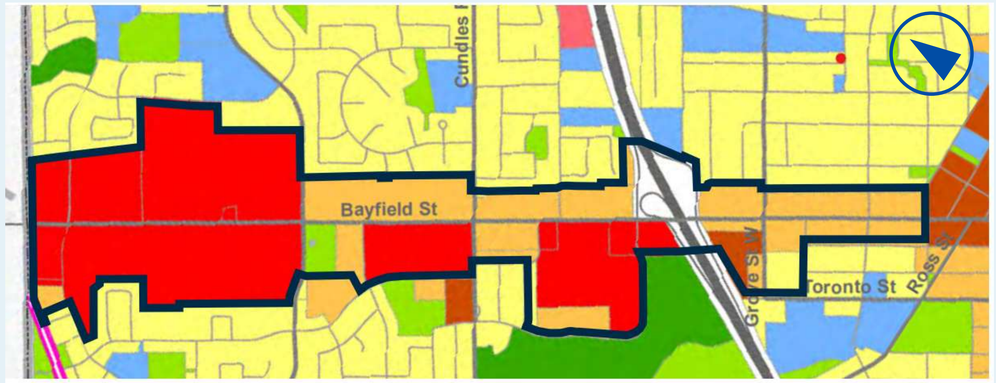
- Official Plan 2051 (Adopted in May 2024)
- MTO Interchange Redesign (Ongoing)
- Bayfield Street Transportation Improvements MCEA (Ongoing)
- Zoning By-law Update (Ongoing)

The work being done through these related projects are already making changes to Bayfield Street, and this project seeks to incorporate all changes into a cohesive new vision for the corridor.



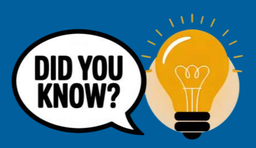
Current Context – City Policies

City of Barrie Official Plan



The City of Barrie's Official Plan, approved by the Province in 2024, sets the long-term vision for growth and land use. It identifies the Bayfield Corridor as a key area for future development, designating it as both an Intensification Corridor and a Strategic Growth Area. These areas are planned to support mixed-use, transit-oriented development, combining residential and commercial uses.

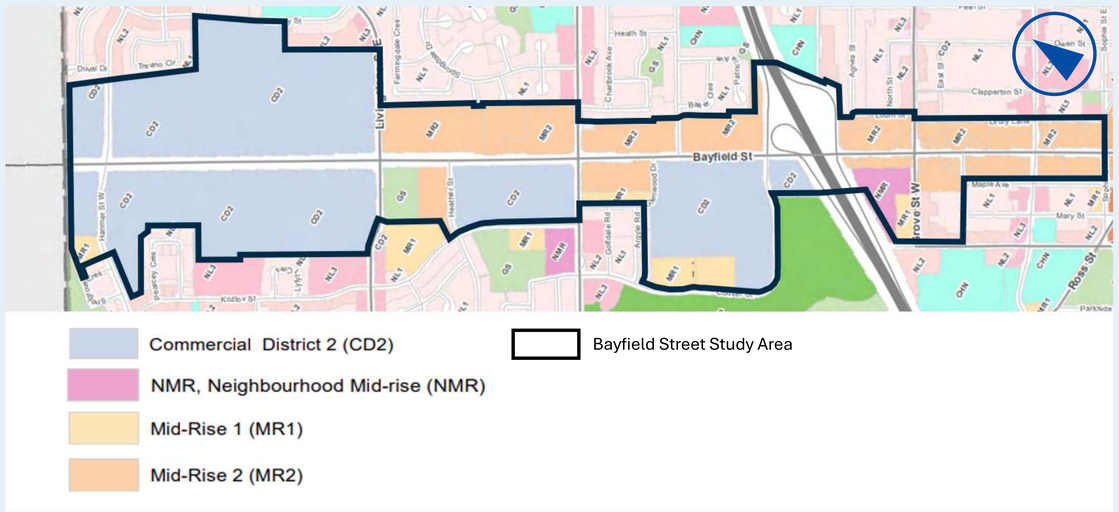
The Bayfield Corridor includes Commercial District, Medium Density, and High Density designations, all of which allow mixed-use development at varying scales to create vibrant, connected communities.



An Official Plan is a long-term planning blueprint which communicates the Town's vision for the land-use structure.

A Zoning By-law is the rulebook that all property owners must abide by when developing their land. A Zoning By-law communicates the Official Plan vision into specific, enforceable provisions.

Draft Zoning By-law



The City of Barrie is introducing a new Zoning By-law to implement the vision of the Official Plan 2051. For the Bayfield Corridor, four zones are proposed:

- **Commercial District 2 (CD2):** Encourages urban mixed-use development with significant height and density, while maintaining active commercial uses at street level.
- **Neighbourhood Mid-Rise (NMR):** Supports compact, mid-rise housing that fits with surrounding neighborhoods.
- **Mid-Rise 1 (MR1):** Allows moderate-density development, providing a transition to lower-density areas.
- **Mid-Rise 2 (MR2):** Promotes higher-intensity mixed-use development along major roads and commercial corridors.

These zones aim to create vibrant, connected communities with a mix of housing and commercial opportunities.

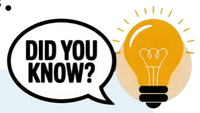
NEXT STEPS

The Bayfield Street Community Design Plan will consider both of these documents, and may recommend changes to the Official Plan and Draft Zoning By-law in order to realize the new vision.

Growth Context – Why Does Bayfield Need a New Vision?

Demand For New Businesses

Bayfield Street is a major commercial corridor, and it is expected to remain a key economic driver for Barrie.

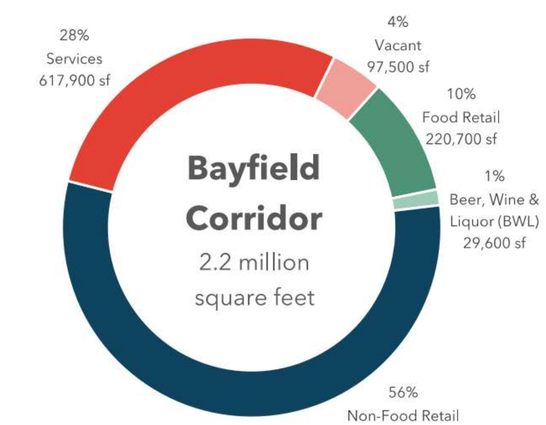


- Businesses in the Bayfield Corridor **serve the entire population of Barrie**, and some of the surrounding County.
- By 2051, this part of the city (north of Tiffin Street) may need **up to 1.2 million** more square feet of commercial space, and Bayfield Street could help meet the demand.
  - This demand is largely driven by projected **population growth**.
  - 45% of demand will be for services, such as **restaurants**, **personal care establishments**, or **healthcare facilities**.
  - 42% of demand will be for **non-food retail**, such as clothing stores.
- A mixture of **big-box stores**, **smaller shops**, and **services** will be needed to meet this projected demand.
- The City will need to consider creative **incentives** and **supports** to help make mixed-use developments feasible.

The total amount of commercial space available right now in the Bayfield Corridor is about **2.2 million square feet** and with the closure of Hudson's Bay, **8.6% of that space is currently empty**.

The pie chart highlights the types of retail and commercial services that are currently in the corridor!

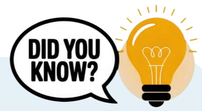
Existing Retail / Service Commercial Space



Source: Parcel Economics based on inventory completed in March 2025.

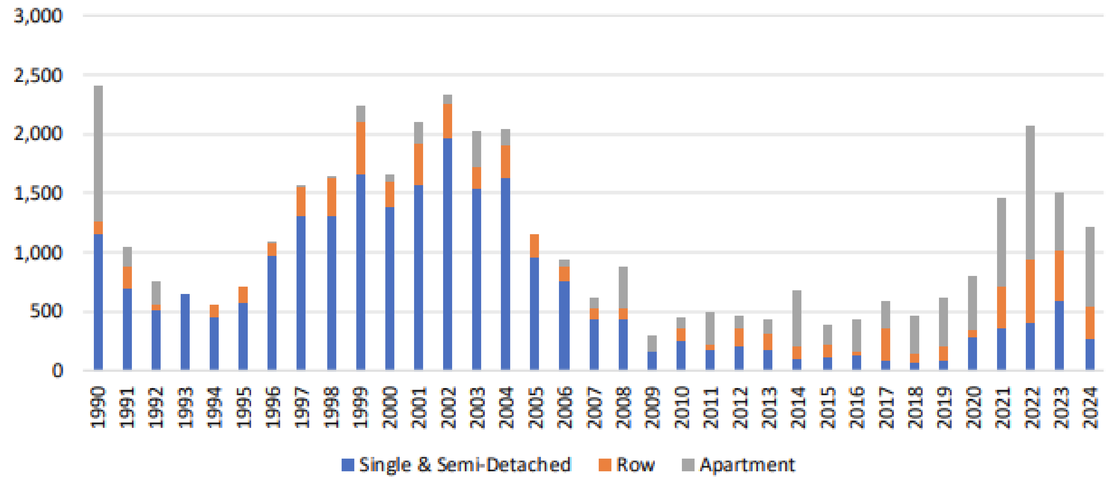
Demand For New Homes

Residential markets were also reviewed to understand how new mixed-use developments would impact the market.



- Barrie's population is projected to grow from 164,202 (2024) to **298,000 (2051).**
- New housing starts have remained steady between 2024 and 2025, meaning, the **demand for housing is stable**.
- There are five active redevelopment proposals in the Study Area, adding **1,883** new apartments and mixed-use homes.
- According to the Canada Mortgage and Housing Corporation (CMHC), demand for high-density housing, like apartments, is predicted **to continue to rise**.

New Unit Construction by Housing typology (Housing Starts)



Source: Barrie Housing Needs assessment, 2025)

Review of Similar Projects

Many cities in North America are developing new visions for their established automobile-oriented commercial corridors. We looked at five examples of similar projects to learn what we could from them!

What did we learn?

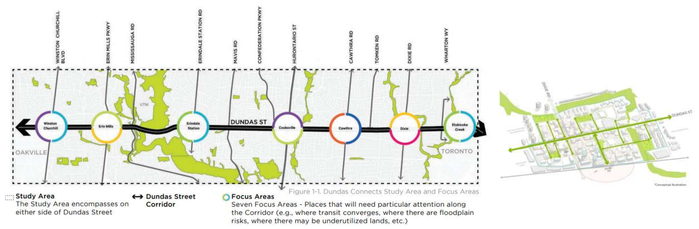
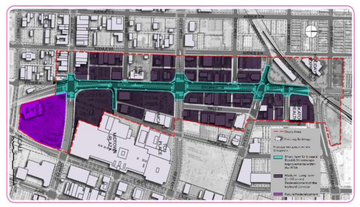
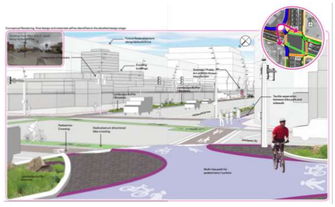


Figure 1-1 Dundas Connects Study Area and Focus Areas

Dundas Connects - Mississauga, Ontario

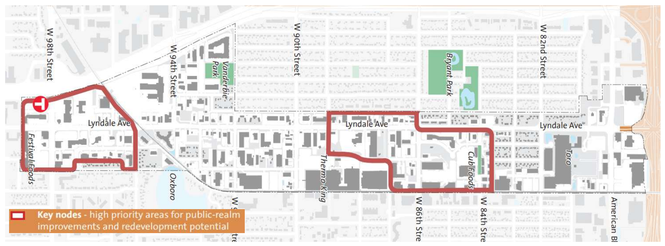
- Improving transportation can inspire investments into new development.
- Innovative policy options exist to help realize the long-term vision, such as exploring Tax Increment Financing (TIF).
- Zoning changes allow all property owners to make changes, not just large actors.





Imagine Idylwyld - Saskatoon, Saskatchewan

- Arterial roads can be improved without sacrificing their importance as a throughfare.
- Smaller interventions such as pop-up parks can be used to inform larger investments.



Lyndale Avenue Suburban Retrofit - Bloomington, Minnesota

- Interventions should be focused on key properties or areas, which should be planned for subdivision far in advance.
- Local businesses and communities should be partners in revitalization, as they're the ones who call it home.

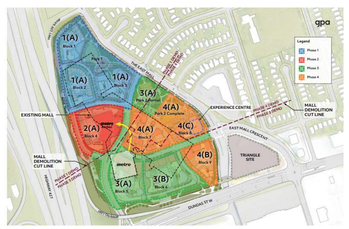




Oakridge Centre - Vancouver, British Columbia

- Phasing of construction can be done to leave existing businesses open during redevelopment.
- Public services, such as libraries and schools, can be placed within private buildings.





Cloverdale Mall - Etobicoke, Ontario

- Developers can be required to build new public parks and spaces when rebuilding large sites.
- Redeveloping large sites allows for better pedestrian and vehicle connections with the construction of new public streets.

So, what does this mean for the Bayfield Corridor?

Placemaking is critical: Successful revitalization starts by creating a sense of place through enhancing public spaces, improving pedestrian safety, and adding public art.

Transportation planning must start early: Early communication and planning for new roads, sidewalks, and cycling routes are critical to avoid future misalignment.

Large projects drive momentum: Mixed-use developments, public-private partnerships, and public realm improvements can encourage private investment into the corridor.

Existing businesses must be protected: Keeping existing businesses open during construction is vital to success.

Pre-zoning enables organic growth: Zoning changes can support redevelopment aligned with the corridor's vision, even as market conditions fluctuate.

Strengths, Weaknesses, Opportunities, and Challenges in the Corridor

What do you think? Tell us what you believe are important factors to consider within the corridor! Write your ideas on sticky notes and place in the box below!

Strengths

What do you like about the area?

Share your ideas! Take a sticky note, write your thoughts, and add it here!

Weaknesses

What do you dislike about the area?

Share your ideas! Take a sticky note, write your thoughts, and add it here!

Challenges

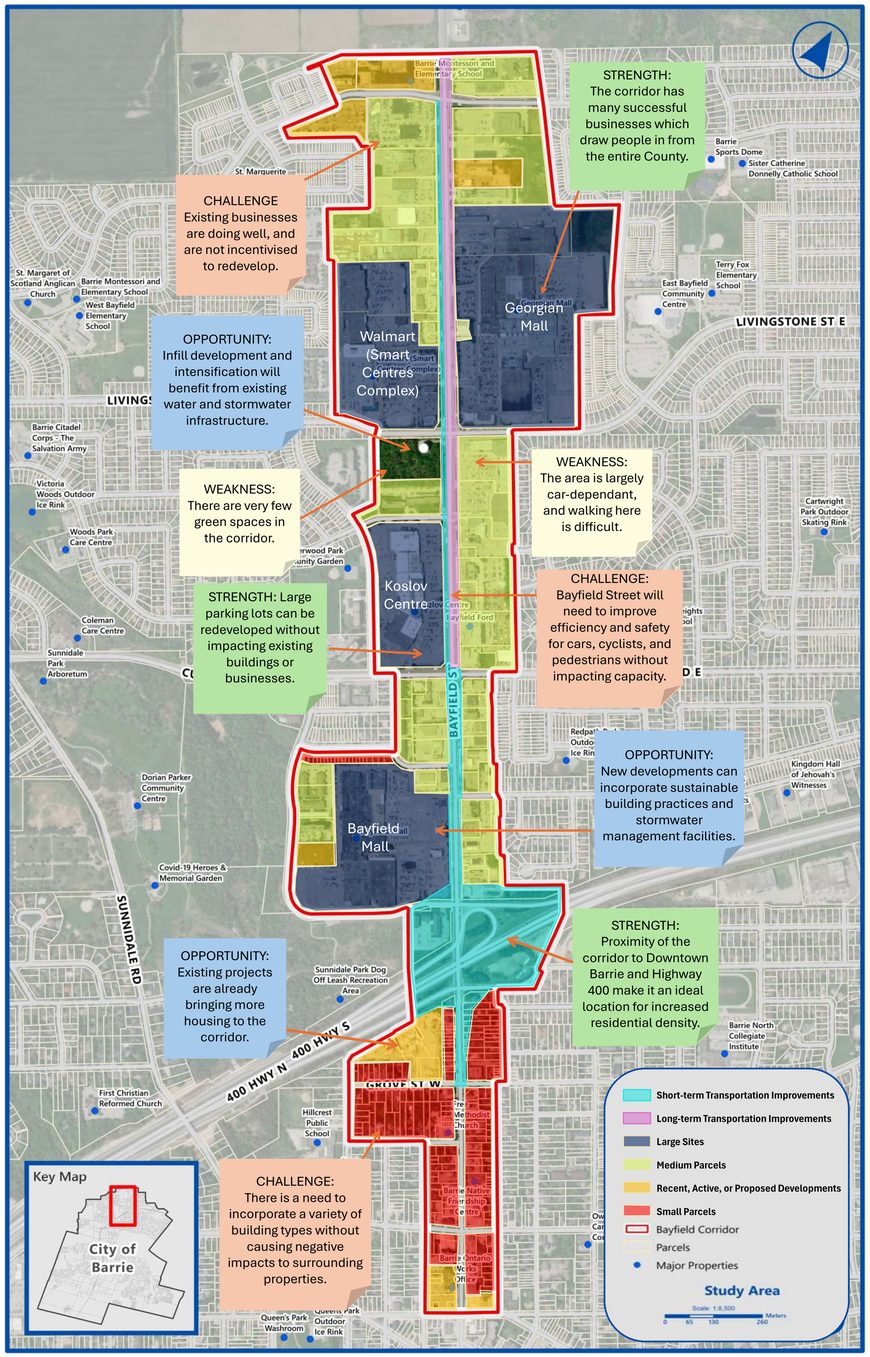
What could make transforming this area difficult?

Share your ideas! Take a sticky note, write your thoughts, and add it here!

Opportunities

What could fit in this area that would be perfect?

Share your ideas! Take a sticky note, write your thoughts, and add it here!

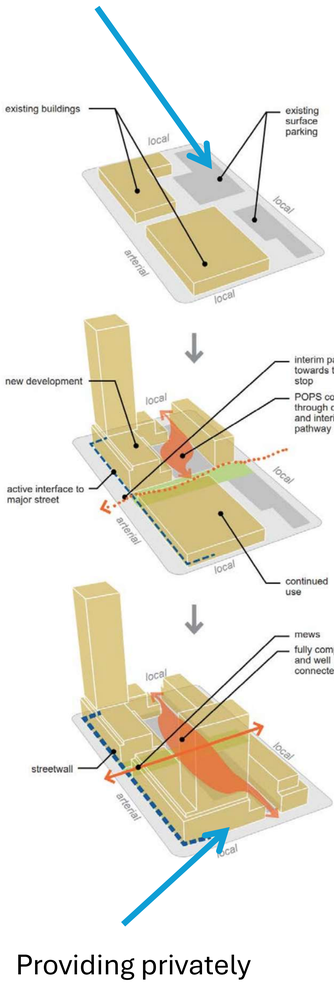


How Should the Large Sites Redevelop?

Bayfield Has Four Large Sites: Bayfield Mall, Koslov Centre, Smartcentres Complex (Walmart), and the Georgian Mall

The way these large sites redevelop could set the tone for the way the rest of the corridor changes. The Project Team has identified the following best practices which make the most of these opportunities.

Redeveloping underutilized space before tearing down existing buildings



Providing privately owned public spaces between buildings

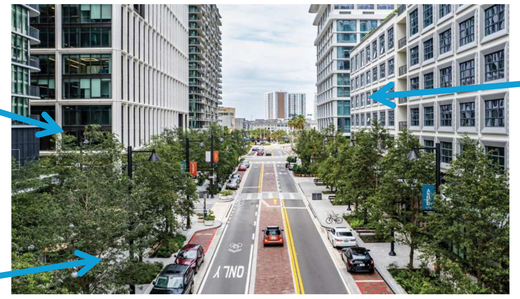
Supplying Mixed uses: Retail, residential, office, or institutional

Improving pedestrian environments without sacrificing roadways

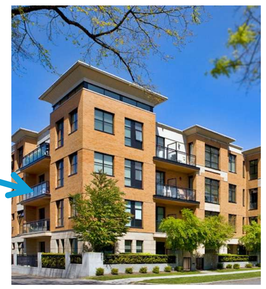
New public parks and gathering spaces

Limiting residential density in areas directly adjacent to existing communities

Creating new roads and connections through larger sites













Creating a consistent street wall to frame multiple buildings as a single block

Incorporating stormwater management into site design

Prioritizing greenspace and trees

Having tallest portions of buildings set back from the street

Requiring ground floors to have businesses, such as shops and restaurants

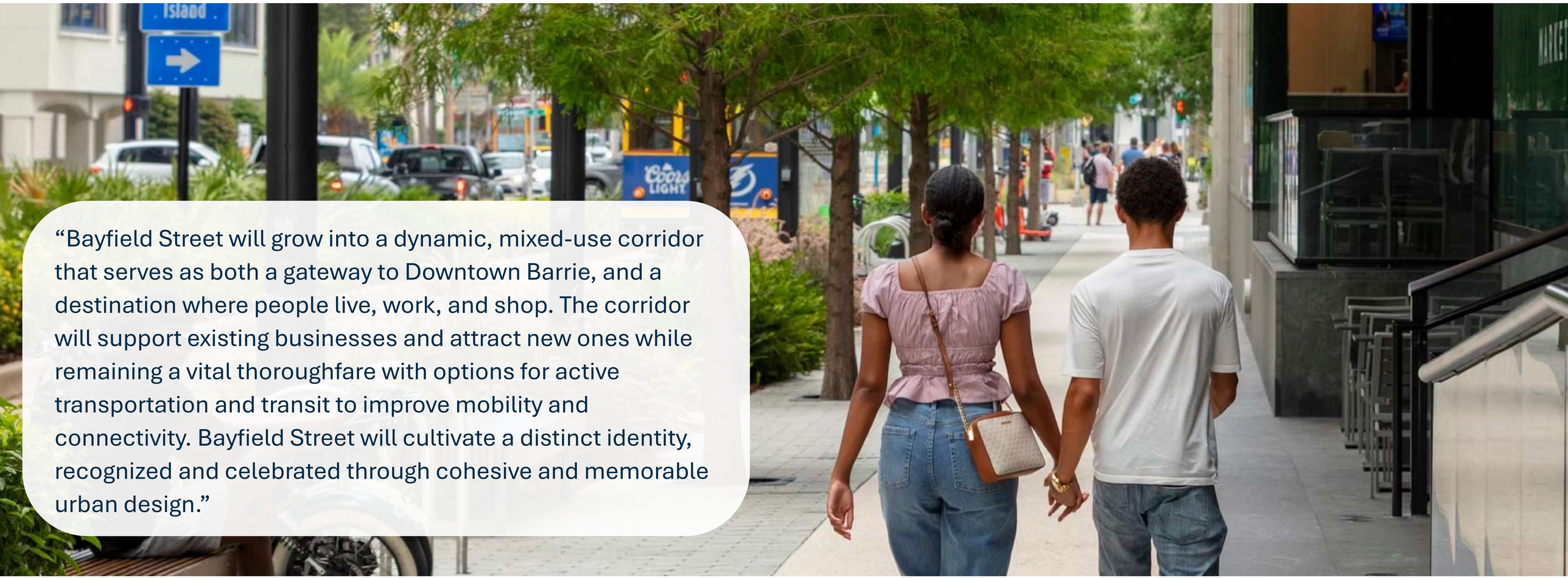
Adding modest density along major roads

Expanding major roads to make cycling and walking easier

Tell us which elements do you like/dislike of these examples?

Share your ideas!
Take a sticky note, write your thoughts, and add it here!

Proposed Vision Statement



"Bayfield Street will grow into a dynamic, mixed-use corridor that serves as both a gateway to Downtown Barrie, and a destination where people live, work, and shop. The corridor will support existing businesses and attract new ones while remaining a vital thoroughfare with options for active transportation and transit to improve mobility and connectivity. Bayfield Street will cultivate a distinct identity, recognized and celebrated through cohesive and memorable urban design."

What is a Vision Statement?

- A **Vision Statement** tells a story about a community's long-term views and aspirations for the future. It reflects core values, qualities, and characteristics of a community.
- The **Vision Statement** guides the direction of policy.

Share your ideas!

Take a sticky note, write your thoughts, and add it here!

What part(s) of this proposed vision excite you the most?

Is there anything about the proposed vision statement that you would change? Why?

Draft “Big Moves”

What are “Big Moves?

“Big Moves” aim to change the structure of how the study area functions. More than goals, they are transformative actions, policies, or design elements that will shift the trajectory of the corridor’s development and will reshape how the corridor grows, moves, builds, and thrives.

Big Move #1: Improving mobility along Bayfield Street for all modes of transportation

Bayfield Street is a major artery for the city, and improving transportation infrastructure will benefit everyone long before the corridor redevelops.

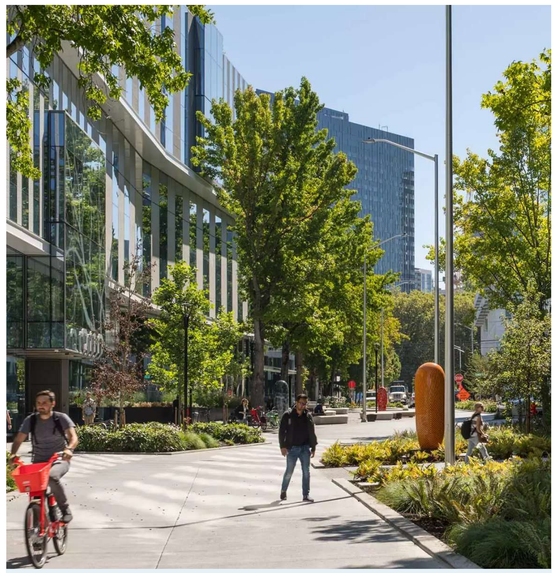
What could this look like?



Creating a continuous multi-use path or protected cycle track to establish an active transportation “mobility spine” along the corridor



Replacing the existing two-way left-turn lane (TWLTL) with a raised center median to improve vehicular safety and efficiency

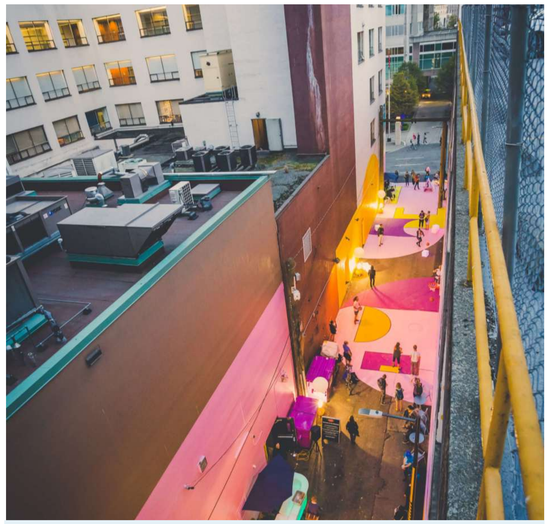


Enhancing pedestrian connectivity across and within large commercial sites by introducing mid-block crossings, internal walkways, and direct links to transit stops

Big Move #2: Creating new public streets and connections through large properties

Large sites like the Bayfield Mall and the Koslov Centre present an opportunity to create whole new city blocks by adding new public or private streets.

What could this look like?



Providing rear lanes for freight and service access to businesses that are accessible and inviting

Opening up dozens of new properties for compact, urban development





Planning for new public roads which will improve vehicle and pedestrian connections to other areas

Share your ideas!

Take a sticky note, write your thoughts, and add it here!

How should Bayfield Street balance Walking, cycling, transit, and driving?

What should be considered when breaking up these large sites?

Draft “Big Moves”

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Big Move #3: Diversify and future-proof the commercial base

The commercial landscape will evolve and change by adding new mixed-use buildings, and steps need to be taken to guide this growth while also supporting existing businesses.

What could this look like?

Complementing big-box anchors with experience-based uses



Incentivizing small, flexible retail formats such as pop-ups, incubator shops, co-work and retail hybrids to lower barriers for local businesses



Programming streets and publicly accessible outdoor spaces with events and activities



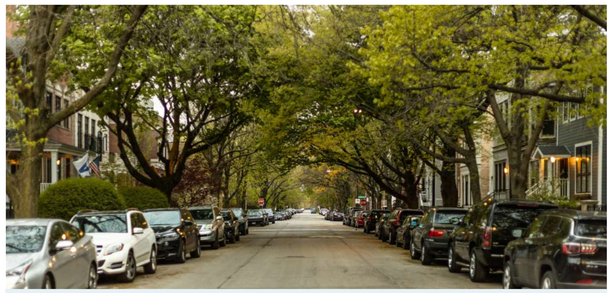
Big Move #4: Creating a unique and distinctive Bayfield Street community identity

The Bayfield corridor should develop a unique identity which communicates arrival when you enter the street.

What could this look like?



Require consistent building frontages to develop a cohesive street wall



Create guidelines for improved landscaping and the provision of street trees



Create distinct gateways at the Highway 400 interchange, Hanmer Street, or Sophia Street

Development of unique street furniture, lighting, and public art



Share your ideas!

Take a sticky note, write your thoughts, and add it here!

What kinds of businesses are vital to the future success of Bayfield Street?

What kind of identity should the Bayfield Corridor present through urban design?

Draft “Big Moves”

What are “Big Moves?

“Big Moves” aim to change the structure of how the study area functions. More than goals, they are transformative actions, policies, or design elements that will shift the trajectory of the corridor’s development and will reshape how the corridor grows, moves, builds, and thrives.

Big Move #5: Building compete communities through a mix of land uses, parks, greenspaces, and public services

To become a true complete community, the Bayfield Corridor will need to develop not only mixed-use buildings, but also new parks, public services, and amenities to serve the future residents.

What could this look like?



Require key nodes to include urban plazas and parks



Entering into public-private partnerships for city services in private buildings



Partnering with businesses, shopping centres, and proposed developments to provide privately owned public spaces as amenities for the corridor.

Big Move #6: Using tools and incentives to kickstart intensification and redevelopment

Major redevelopments represent significant risks from developers, and a framework should be created to provide certainty and ensure that developments remain viable throughout the corridor’s intensification.

What could this look like?



Introducing new zoning provisions that implement the new vision



Exploring the use of Tax Increment Grants through a Community Improvement Plan (CIP)



Identifying key redevelopment nodes where potential developments can be given relaxed zoning provisions to increase confidence in the development.

Share your ideas!

Take a sticky note, write your thoughts, and add it here!

What kinds of public spaces would be most appropriate in the Bayfield Corridor?

What role should the City of Barrie play in encouraging redevelopment?

Draft “Big Moves”

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Big Move #7: Preparing Bayfield Street for future transit improvements

As the Bayfield Corridor transforms in the long-term, potential improvements in the transportation network should be considered and planned for.

What could this look like?



Designating priority transit lanes to improve bus service



Designing transit stops as mini-hubs with shelters, real-time information, and comfortable waiting areas



Integrating transit hubs into large site redevelopments

Big Move #8: Encouraging improved sustainability through architecture and design

New buildings within the Bayfield Corridor should be encouraged to incorporate features and designs which minimize their environmental footprint wherever possible.

What could this look like?



Requiring on-site stormwater management



Encouraging large sites to explore district energy solutions



Providing incentives to developments which incorporate net-zero designs



Promoting the inclusion of sustainable infrastructure in streets and open spaces

Share your ideas!

Take a sticky note, write your thoughts, and add it here!

What types of transit should be prioritized for the Bayfield corridor?

What kinds of environmental protections should be built into the Bayfield Corridor?

Draft “Big Moves”

Share your Thoughts!

Now that you’ve checked out the Preliminary **“Big Moves”,** we want to hear your take!

Select your three favourite **“Big Moves”** using the provided stickers, then let us know what you like or dislike about the proposed **“Big Moves”.**

	Pick your three favourites!	I like this Draft Big Move because...	I dislike this Draft Big Move because...	Is there anything else?
1. Improving mobility along Bayfield Street for all modes of transportation	Place Sticker Here!			
2. Creating new public streets and connections through large properties	Place Sticker Here!			
3. Diversify and future-proof the commercial base	Place Sticker Here!			
4. Creating a unique and distinctive Bayfield Street community identity	Place Sticker Here!			
5. Building compete communities through a mix of land uses, parks, greenspaces, and public services	Place Sticker Here!			
6. Using tools and incentives to kickstart intensification and redevelopment	Place Sticker Here!			
7. Preparing Bayfield Street for future transit improvements	Place Sticker Here!			
8. Encouraging improved sustainability through architecture and design	Place Sticker Here!			

Share your ideas! Take a sticky note, write your thoughts, and add it here!

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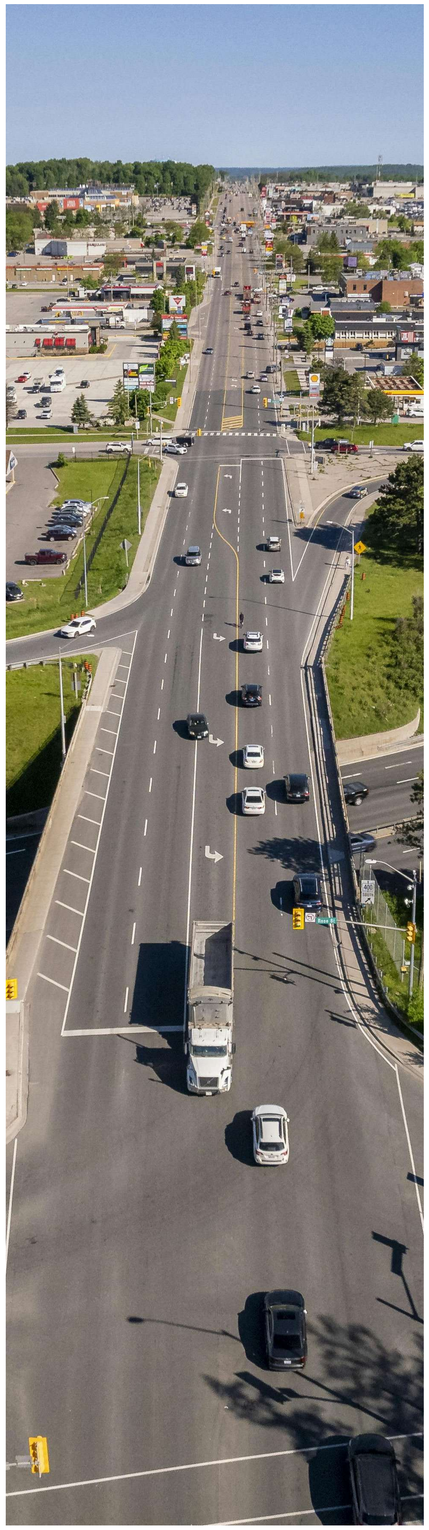
Key Takeaways and Final Thoughts



- The City's Official Plan has designated the Bayfield Corridor as a mixed-use district which will accommodate a significant portion of the City's population growth through 2051. This approach is reflected in the proposed zoning through the City's draft Zoning By-law.
- Many municipalities in North America are capitalizing on underutilized suburban commercial corridors by redeveloping to expand economic drivers and create new residential intensification nodes.
- The proposed vision for the Bayfield Corridor reimagines a series of mixed-use communities which will expand the availability of both commercial and residential properties.

Share your ideas!

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Is there anything else that you would like to share?

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